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Filing date: **07/30/2009**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91173105
Party	Defendant Michael Dalton
Correspondence Address	Michael Dalton P.O. Box 18137 670 Northland Blvd. Cincinnati, OH 45218-0137 UNITED STATES DALTONME@hotmail.com
Submission	Testimony For Defendant
Filer's Name	Michael Dalton
Filer's e-mail	DALTONME@hotmail.com
Signature	/ Michael Dalton /
Date	07/30/2009
Attachments	TAB AAcont2.pdf ( 1 page )(29548 bytes ) OpposerExhibitFilefolder71thru88.pdf ( 1 page )(742179 bytes ) opposere Exhibit71thru88.pdf ( 35 pages )(10047737 bytes )

TAB AA

(continued 2)

HONDA MOTOR COMPANY, LTD., :  
 Opposer, :  
 -VS- : Opposition No.  
 : 91/173,105  
 MICHAEL DALTON, :  
 Applicant. :

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## Our Work





**Karastan**

Karastan has been creating some of the world's most beautiful rugs for almost three-quarters of a century and enjoys a dual role as leader in both manufacturing and interior design innovations.

Karastan needed a secure way to effectively and efficiently communicate with their four distinct US dealer networks. Here is some of the information they need to communicate:

- Price Lists and Price Tags
- Merchandising and Display information
- Marketing and Promotions Calendars
- General and Special Announcements
- Current Microsoft Word and Excel Files



Portal Entry Page



Image Library

Each dealer "Rep Group" needed its own site so first we designed a portal "entry" page. All of the dealers go to [www.repnews.com](http://www.repnews.com) to log in and select their respective dashboard. Just like a car dashboard delivers critical information to the driver (i.e. speed, gear, lights, gas temperature etc.) Each dealer Dashboard delivers all the current and important information at a glance. (i.e. newest documents, announcements, calendars, links etc.)

As new documents, events and announcements are added to the sites the information is automatically posted to the dashboards making it easy for the dealers to stay informed and access files.

SharePoint has provided Karastan a secure online environment that is easy to navigate, can be accessed from any computer 24/7 and is almost effortless to maintain and manage.



Dashboard



Document Library





Diversified Financial Services, LLC



Farm



Irrigation



Grain Bins



Sale Items



Make A Payment

Welcome to Diversified  
About Diversified Financial  
Mission Statement  
Privacy Policy  
Contact Diversified  
Employee Access  
Job Postings

## **Diversified Financial Services - Privacy Policy**

This is the web site of Diversified Financial Services.

Our postal address is  
14010 FNB Pkwy Ste 400  
Omaha, NE 68154

We can be reached via e-mail at [Our Email Address](#)

or you can reach us by telephone at 402.964.8040

For each visitor to our Web page, our Web server automatically recognizes no information regarding the domain or e-mail address.

We collect information volunteered by the consumer or dealer, such as customer account information or dealer information and/or site registrations.

The information we collect is used for internal review and is then discarded.

With respect to cookies: On Dealer Logins, we set a cookie that helps us determine on the Dealer Dashboard pages your unique dealer identification number.

With respect to Ad Servers: We do not partner with or have special relationships with any ad server companies.

With respect to security: We have appropriate security measures in place in our physical facilities to protect against the loss, misuse or alteration of information that we have collected from you at our site and SSL.

If you feel that this site is not following its stated information policy, you may contact us at the above addresses or phone number.

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EXHIBIT

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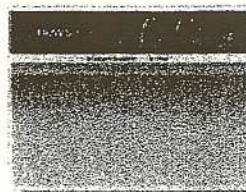
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### Karastan

Karastan has been creating some of the world's most beautiful rugs for almost three-quarters of a century and enjoys a dual role as leader in both manufacturing and interior design innovations.



Portal Entry Page

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- Price Lists and Price Tags
- Merchandising and Display information
- Marketing and Promotions Calendars
- General and Special Announcements
- Current Microsoft Word and Excel Files



[http://www.getsharepoint.com/customers\\_karastan.html](http://www.getsharepoint.com/customers_karastan.html)

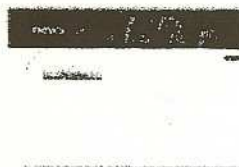
5/3/2008

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Dashboard



Document Library

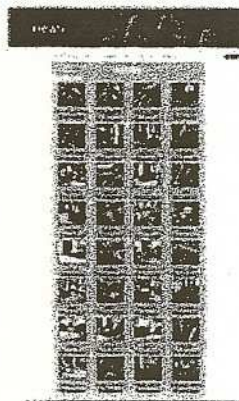


Image Library

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dataBridge specializes in building Intranets, Extranets and Business Portals using Microsoft SharePoint. Our primary focus is intranet development, SharePoint Online Training, Customizing SharePoint, SharePoint development, Microsoft SharePoint consulting and SharePoint support. Collaborate more efficiently as a team with meeting workspaces. Manage tasks, manage documents, share calendars and contact lists with this powerful collaboration suite. Let us help you customize SharePoint, SharePoint Development, SharePoint Support, SharePoint Consulting SharePoint Online Training, dataBridge SharePoint Training DVD.

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Diversified Financial Services, LLC



Farm



Irrigation



Industrial



Grain Bins



Brokers



Sale Items

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## Privacy Policy Statement

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Our postal address is

14010 FNB Pkwy Ste 400

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With respect to security: We have appropriate security measures in place in our physical facilities to protect against the loss, misuse or alteration of information that we have collected from you at our site and SSL.

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5/3/2008

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5/3/2008

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## Using Siebel Dealer Dashboards (Dealer)

Siebel Dealer provides dealer employees with dashboards that allow them to view the most important information that they need for their work on one screen. The following dashboards are available:

- **Sales Consultant Dashboard.** Includes actual and goal unit sales, today's activities, my calendar, current opportunities, and my promotions.
- **Sales Manager Dashboard.** Includes actual and goal unit sales for team, today's activities, my calendar, current opportunities, team's promotions, and team's calendar.
- **Service Employee Dashboard.** Includes today's activities, my calendar, my promotions, and current service requests.
- **Service Manager Dashboard.** Includes today's activities, my calendar, store promotions, and current service requests for team.
- **Store Dashboard.** Includes actual and goal unit sales for store, today's activities, my calendar, current opportunities, team's promotions, and team's calendar. To be used by the store general manager.

Some of the applets on the dashboards display daily data, and some display monthly data. In addition, the calendar can display data for the day, week, or month.

- **Daily data.** The following applets display data for the current day:
  - **Today's Activities.** Displays all of the employee's activities for the current day. The first column lists activities that have a due date of today and are not done. The second column lists activities that have a due date of before today and are not done; it continues to display past-due activities for the number of days defined in Dealer Preference view, as described in [Entering Dealer Preferences \(Dealer\)](#).  
**NOTE:** The Today's Activities only displays certain types of activities, as described in [Changing Types of Activities Displayed in the Dealer Dashboard](#).
  - **Current Opportunities.** Displays all current opportunities for this consultant where there is no activity or there has been activity in the last 15 days. This is based on the value in the Last Activity Date in the Opportunity view of the Contacts screen. Whenever you make any change to an opportunity, this field is updated.
  - **My Promotions, Team's Promotions, or Store Promotions.** Displays all promotions that are active on the current day. Promotions are displayed if their campaign is not completed, and the creation date is within 30 days of today's date, and today is between the start date and end date of the campaign.
  - **Team's Calendar (Today).** Available to sales managers and store manager only. Gives the managers a view of the calendars of all their reports for the current day. The manager can also click the left arrow or right arrow to view their reports' calendars for previous or later days.
- **Monthly data.** The following applet displays data for the current month:

[http://download.oracle.com/docs/cd/B31104\\_02/books/AutoDirSIS/AutoDirSISSales2.html](http://download.oracle.com/docs/cd/B31104_02/books/AutoDirSIS/AutoDirSISSales2.html)



5/3/2008

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- **Unit Sales.** Displays the actual sales and sales goals for the current month for fleet, new retail and used retail sales. On the sales consultant dashboard, it displays the actual sales and sales goals for that individual sales consultant. On the sales manager dashboard, it displays the actual sales and sales goals for the manager's team. All these sales goals are based on the monthly forecast, described in [Process of Creating the Monthly Forecast \(Dealer\)](#). Actual data is based on the Service History view.
- **Calendar.** Provides a complete calendar for creating and tracking appointments and other activities. Employees can display and use a daily, weekly, or monthly calendar.

**To use Dealer dashboards**

1. Navigate to the Dashboard screen.
2. From the Show drop-down list, select:
  - Sales Consultant Dashboard
  - Sales Manager Dashboard
  - Service Employee Dashboard
  - Service Manager Dashboard
  - Store Dashboard

**NOTE:** Employees can only select the view that is appropriate to them. For example, a sales consultant does not have the sales manager view available.

The dashboards display the most important information needed by these employees, in summary form.

3. Sales managers can refresh the data in the dashboard by clicking Refresh. Sales consultants' data is refreshed periodically, based on the refresh interval set in Dealer Preference view, as described in [Entering Dealer Preferences \(Dealer\)](#).  
The Update field in the Unit Sales and Activities applets shows the last time that the data was refreshed.
4. To view more complete information, click the heading above any of the applets in the dashboard.  
The appropriate screen appears, with more complete information.



*Siebel Dealer Administration Guide*



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## Changing Types of Activities Displayed in the Dealer Dashboard

The dealer dashboards display the employee's activities for the current day, as described in [Using Siebel Dealer Dashboards \(Dealer\)](#).

There are more than 250 activity types, and dealers would not want to view most of them in the Activities applet of the dashboard.

By default, the dashboard displays the following types of activities:

- Appointment
- Call - Outbound
- Email
- Fax
- Other
- Warranty Service
- Dealership Visit

You can change which activities are displayed in the dashboard by using List of Values view of the Data Administration screen. An activity type is listed in the dashboard if it is included in List of Values view with EAUTO\_ACT\_SUM\_TYPE in the Type field.

### To change the types of activities displayed in the dashboard

1. Navigate to the List of Values view of the Data Administration screen.
2. Query to find all records that have EAUTO\_ACT\_SUM\_TYPE.
3. To remove activity types from the dashboard, delete one or more of these records.
4. To add activity types to the dashboard:
  - a. Add one or more records to the List of Values list.
  - b. In the Type field, enter EAUTO\_ACT\_SUM\_TYPE.
  - c. In the Value and Language Independent Code fields, enter exactly the same values used in the Activity record.



*Siebel Dealer Administration Guide*

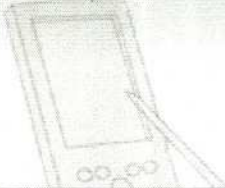





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EXHIBIT

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Reach all of your customers quickly.  


## My Account

[--> ClientsNet](#)[--> Home](#)

Welcome to Goal Line Solutions ClientsNet

ClientsNet is your portal to Goal Line Solutions calling system. You'll find everything you need to manage your customer relationship / service in this easy to use area. The ClientsNet environment features:

- > Just-in-Time reports for all your modules
- > A Knowledge Center including frequently asked questions, downloads, and more
- > A Message Center to keep you advised of enhancements, new features, etc.
- > Online Voice Mail Management System (Microsoft Media Player required)
- > Microsoft Office export options for your reports (Microsoft Office required)
- > Account Management for updating contact information and viewing billing activity

### CSI/Outbound Call Log In

username:


password:

Français ☐ English ☒[--> Log In](#)



### Dealer Dashboard Postcard ROI

[Log In](#)


### GoalLine Training

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## My Account



ClientsNet is your portal to Goal Line Solutions calling system. You'll find everything you need to manage your customer relationship / service in this easy to use area. The ClientsNet environment features:


- Just-in-Time reports for all your modules A Knowledge Center including frequently asked questions, downloads, and more.
- A Message Center to keep you advised of enhancements, new features, etc.
- Online Voice Mail Management System (Microsoft Media Player required)
- Microsoft Office export options for your reports (Microsoft Office required)
- Account Management for updating contact information and viewing billing activity


### CSI/ Outbound Call Account Login



User Name

Password:

English 

Français 

### Dealer Dashboard Postcard ROI Login Here

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DENON


PRODUCTS

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SUPPORT

ABOUT US



DENON

DEALER DASHBOARD

Please be aware that this section is currently under construction. Please be patient while we upgrade our systems.

The Dealer Dashboard is the easiest way for Denon dealers to get the latest information on Denon products, events, company information and more. As a Denon dealer, the Dashboard provides you with all kinds of product related items such as downloads, images, sell sheets, and more.

Get the latest updates, downloads, and user manuals for your product.

DEALER DASHBOARD LOG-IN

USERNAME

PASSWORD

GO ▶

FORGOT YOUR PASSWORD?

PRODUCT REGISTRATION

Stay up to date on all things related to your product.

WARRANTY & SERVICE

Does your product need service? Our authorized service center network for U.S. based product can assist you.

PRODUCT SUPPORT

Get the latest updates, downloads, and user manuals for your product.

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## Dashboard Dealership Enterprises



"A Leader in Reporting Solutions for Auto Dealers"

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"Provides custom programming, software products and consulting"



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#### Select a Product

Dashboard provides clients with a vast array of online reporting systems. Choose from our list of products to learn more.



### Services

Dashboard leads the Automotive Industry in custom enterprise level reporting solutions. Many of the nation's most profitable Dealer Groups are our clients.

Our solutions are affordable, professional, and come with the best support team in the business.



### Company Info

Dashboard is the market leader in Web management solutions for auto dealers. Dashboard rapidly develops high quality system products and related services to satisfy the current and emerging needs of our customers. Our mission is to exceed customer expectations for service, quality, speed of implementation, ease of use and support.



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DEALER DASHBOARD

## WELCOME TO THE MCINTOSH DEALER DASHBOARD

This section is currently under constuction.

If you need software or codes please e-mail your request to Chuck Hinton at [chinton@mcintoshlabs.com](mailto:chinton@mcintoshlabs.com)

If you need high resolution images, artwork or other Dealer/Distributor information please email your request to Sally Goff at [sgoff@mcintoshlabs.com](mailto:sgoff@mcintoshlabs.com)

Thank you for your patience.

McIntosh

### Dealer Login

Username/email:

Password:

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# DEALERDASHBOARD

Welcome to Dealer Dashboard. Please login to your dashboard

Please login to use Dashboard

Dashboard Login	
Email	<input type="text"/>
Password	<input type="password"/>
<input type="button" value="Login"/>	

Forgot password? [Click here](#)

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## WorkPlace Furnishings member in the news

### Mayline Releases New "Dealer Dashboard"

*We have simplified dealer access to Mayline information.*

The Mayline Group has made it easier than ever for dealers to obtain proprietary information on a host of topics via a n on the Mayline website. Called the "Dealer Dashboard," this intranet site allows dealers to obtain up-to-the-hour infor on Inventory Availability, Order Tracking, Promotions, Factory Closeouts and more. We have made it simple to acce information 24-hours a day and also avoid possible delays versus calling into customer service.

To access the Dealer Dashboard, one simply goes to the Mayline Group website, [www.mayline.com](http://www.mayline.com), clicks the Dashboard link from the lefthand menu, and registers on the secure login page.

You need your Mayline account number, city, state, and phone number currently on file with Mayline. Registration is and easy and if you are already signed up for on-line order entry, you're ready to go.

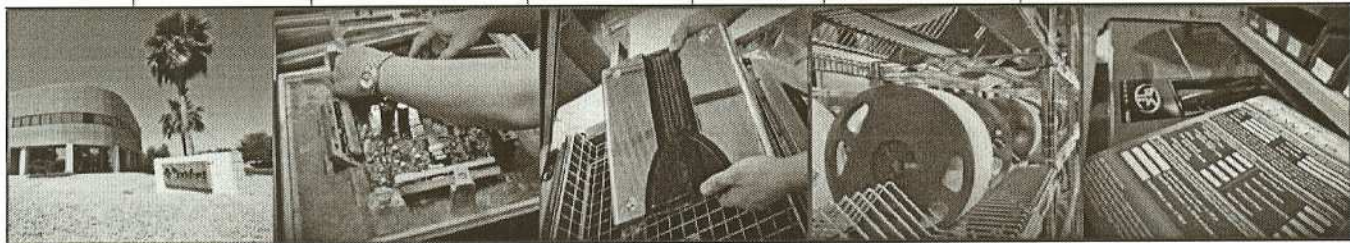
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Rockford Corporation (NASDAQ:ROFO) is a publicly traded audio electronics, speakers & accessories company manufacturing products under 4 brands.



◀ **Rockford Fosgate** produces source units, signal processors, amplifiers, speakers, subwoofers and accessories for mobile audio markets. [RSS](#)



◀ **Lightning Audio** produces amplifiers, speakers, subwoofers and accessories for mobile audio markets.



◀ **Rockford Acoustic Design** delivers refined performance in a sophisticated automotive sound system built with Rockford's legendary acoustic engineering expertise and industry-leading technologies. [RSS](#)



◀ **InstallEdge.com** produces connectors, screws, wiring harnesses, and accessories for mobile audio & home theater installations.

#### Mission Statement

"We are Rockford Corporation! Fanatics about audio. We are the standard of excellence when it comes to sound. We invent new technologies to create innovative products of exceptional quality and performance providing the ultimate sensory experience."


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### Please Sign In

Please enter your Dealer Dashboard Username and Password

User Name

Password

Login

Cancel

[Forgot Password?](#) [Register](#)

Unauthorized use of this site is prohibited and may subject you to civil and criminal prosecution.





English

Training

Reporting

Dealer Groups

Consulting

Internet Services

Financial &amp; Tax Services

Benchmarks

Publications



## ProfitFocus Dealer Dashboard

How are you tracking against the industry  
and our benchmarks?

Login to ProfitFocus™

Username: Password: 

Submit

Get Password

Subscribe



The challenge within today's environment makes accessing relevant information quickly a priority. Our Dealer Dashboard provides this functionality – when your monthly data is uploaded to our website reports are automatically generated for your viewing.

### Benefits

- No need to remember logins or passwords
- View reports easier than ever before
- Confidentiality protected
- One dashboard covers all of your reporting franchises

This is a complimentary offering for our reporting subscribers.

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Automotive, Software, Reporting, KPI's, Analytics, AI, Enterprise-Solutions

Last edited by CEO at Dashboard Dealership Enterprises

### Key Statistics about Dashboard Dealership Enterprises

Headquarters	San Francisco Bay Area
Industry	Automotive
Type	Privately Held
Company Size	20 employees
Founded	1997
Website	<a href="http://www.dashboardonlin...">http://www.dashboardonlin...</a>

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## Marva Gill-Herndon

Dealer Dashboard Coordinator at Harley-Davidson, Inc.

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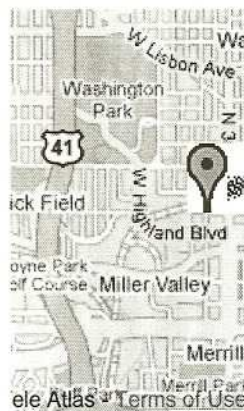
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